LEO BURNETT U.S.A.
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Important news from Merit.

Merit Ultra Lights Sparks New Profits.

MERIT, the most successful new cigarette introduction in 20 years, introduces new MERIT Ultra Lights. This brings the MERIT idea to the category that increased 35% last year! New MERIT Ultra Lights is setting a whole new taste standard for ultra low tar smoking.

Only 4 mg tar
Regular & Menthol

Year after year, Philip Morris outgrows the rest of the industry combined. PHILIP MORRIS

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